

WDAF-TV

**RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE**

INSTRUCTIONS: This form **must** be completed by WDAF-TV personnel as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

(1) Date and time of request: 7/17/12

(2) Name of person making the request: Chris Brimer

(3) Agency (if any): Luc Media

(4) Address of agency: 25 Whitlock Place Suite 201
MARIETTA, GA 30264

(5) Telephone number of agency: 770-427-0735

(6) Name of candidate: Chris Koster

(7) If sponsor is a Committee, name of Committee: Missourians 4 Koster

(8) Address of Committee: Po Box 1551
JEFFERSON CITY MO 65102

Email Address: _____

(9) Telephone number of Committee: 314-514-5684

(10) Committee officers: _____
Chairman/Manager

Vice Chairman
GARY MALLORY

Treasurer
GARY MALLORY

(11) Is it the candidate's authorized Committee? Yes
Yes or No

(12) Political Party of candidate: DEM.

(13) Office for which candidate is running: Atty Gen /Mo.

(14) (check one)

Federal Office State Office Local Office

(15) Election for which candidate is campaigning: Gen

(16) Date of election: _____ Primary: _____ General: 11/6

(17) Programs or times requested: ATTACHED

(18) Dates requested: 9/18 - 11/6

(19) Length of spot / program time requested: 30

(20) Request made: In writing _____ Orally
(Check one: If in writing, attach and retain)

(21) Station offer: SEE ATTACHED

(22) Disposition of request: Granted Not Granted _____
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes _____ No _____ (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: 7/17/12
Date

Comments (if any) _____

WDAF

Station

J. M. H.
Signature of Person receiving request on behalf of station

COPY TO: STATION PUBLIC FILE



WDAF-TV

ORDER

Print Date 09/12/12

Page 1 of 2

Flight Dates 09/18/12-09/23/12

<u>Contract / Revision</u>	574553 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>MISSOURIANS 4 KOSTER</u>	<u>Alt Order #</u>	09812005
09/12/12	09/12/12	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Koster/D/Atty Gen/MO	25 Whitlock Place Suite 201 Marietta, GA 30064	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	LUC Media		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> DC-M	<u>Demographic</u>	A35+
25 Whitlock Place Suite 201 Marietta, GA 30064		<u>Sales Region</u> NAT	<u>Rev Codes</u>	SP-POL PLC GEN
		<u>Agency Ref</u>	<u>Product Codes</u>	PL1lb
			<u>Priority</u>	2
			<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 26250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	4725
KCWE	%	0
KMBC	18%	4725
KMCI	%	0
KPXE	%	0
KSHB	23%	6037
KSMO	1%	262

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$8,925.00	\$10,500.00	0.00	08/27/12	09/23/12	22	\$8,925.00	\$10,500.00
Totals	22	\$8,925.00	\$10,500.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 1	4	09/18/12	09/21/12	M-F 6-7a M-F 8-7a	CM-All	6-7a	-TWTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12				-TWTF--		4	\$450.00			0.00					
E 2	4	09/18/12	09/21/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12				-TWTF--		4	\$300.00			0.00					
E 3	4	09/22/12	09/22/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12				----S-		1	\$225.00			0.00					



WDAF-TV

Print Date: 09/12/12

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Contract / Revision

574553

Flight Dates 09/18/12-09/23/12

Hiatus DatesOriginal Date / Revision

09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MOProduct MISSOURIANS 4 KOSTEREstimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 4	4	09/23/12	09/23/12	Su 7-9a	CM-All	8-9a	-----5	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
Start Date 09/17/12 End Date 09/23/12 Weekdays -----S Spots/Week 1 Rate \$150.00 Rating 0.00															
E 5	4	09/18/12	09/21/12	M-F 5-6p	CM-All	530-6p	-TWTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
Start Date 09/17/12 End Date 09/23/12 Weekdays -TWTF-- Spots/Week 3 Rate \$450.00 Rating 0.00															
E 6	4	09/18/12	09/21/12	M-F 6-630p	CM-All	6-630p	-TWTF--	:30	3	\$600.00	2	0.00	NM	3	\$1,800.00
NEWS															
Start Date 09/17/12 End Date 09/23/12 Weekdays -TWTF-- Spots/Week 3 Rate \$600.00 Rating 0.00															
E 7	4	09/22/12	09/22/12	Sa 5-6p	CM-All	530-6p	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
Start Date 09/17/12 End Date 09/23/12 Weekdays -----S- Spots/Week 1 Rate \$225.00 Rating 0.00															
E 9	4	09/18/12	09/21/12	M-F 9-10p	CM-All	9-930p	-TWTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
NEWS															
Start Date 09/17/12 End Date 09/23/12 Weekdays -TWTF-- Spots/Week 3 Rate \$750.00 Rating 0.00															
E 11	4	09/18/12	09/21/12	M-F 10-1030p	CM-All	10-1030p	-TWTF--	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
Start Date 09/17/12 End Date 09/23/12 Weekdays -TWTF-- Spots/Week 2 Rate \$750.00 Rating 0.00															
														Totals	22 \$10,500.00



WDAF-TV

ORDER

Print Date 09/12/12 Page 1 of 2

Flight Dates 09/24/12-09/30/12

<u>Contract / Revision</u>	574593 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			<u>Estimate #</u>	
	09/12/12 09/12/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	09812006
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Koster/D/Atty Gen/MO	25 Whitlock Place Suite 201 Marietta, GA 30064	<u>Order Type</u>	GENERAL
<u>Agency</u>	LUC Media		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
25 Whitlock Place Suite 201 Marietta, GA 30064			<u>Demographic</u>	A35+
			<u>Rev Codes</u>	SP-POL PLC GEN
			<u>Product Codes</u>	PL1lb
			<u>Priority</u>	2
			<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 40% Market Value 46875

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	18%	8437
KCWE	%	0
KMBC	18%	8437
KMCI	%	0
KPXE	%	0
KSHB	23%	10781
KSMO	1%	468

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	43	\$15,937.50	\$18,750.00	0.00	08/27/12	09/30/12	43	\$15,937.50	\$18,750.00
Totals	43	\$15,937.50	\$18,750.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
E 1	4	09/24/12	09/28/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF--	:30	5	\$450.00	2	0.00	NM		5 \$2,250.00												
NEWS																											
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/24/12</td> <td>09/30/12</td> <td>MTWTF--</td> <td>5</td> <td>\$450.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/24/12	09/30/12	MTWTF--	5	\$450.00	0.00	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 09/24/12	09/30/12	MTWTF--	5	\$450.00	0.00																						
E 2	4	09/24/12	09/28/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$300.00	3	0.00	NM		5 \$1,500.00												
NEWS																											
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/24/12</td> <td>09/30/12</td> <td>MTWTF--</td> <td>5</td> <td>\$300.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/24/12	09/30/12	MTWTF--	5	\$300.00	0.00	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 09/24/12	09/30/12	MTWTF--	5	\$300.00	0.00																						
E 3	4	09/24/12	09/28/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	5	\$150.00	2	0.00	NM		5 \$750.00												
NEWS																											
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/24/12</td> <td>09/30/12</td> <td>MTWTF--</td> <td>5</td> <td>\$150.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/24/12	09/30/12	MTWTF--	5	\$150.00	0.00	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 09/24/12	09/30/12	MTWTF--	5	\$150.00	0.00																						



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Contract / Revision

574593

Flight Dates 09/24/12-09/30/12Hiatus DatesOriginal Date / Revision

09/12/12/ 09/12/12

Order Sep 00:15:00Advertiser Koster/D/Atty Gen/MOProduct MISSOURIANS 4 KOSTEREstimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 4	4	09/29/12	09/29/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$225.00			0.00					
E 5	4	09/30/12	09/30/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$150.00			0.00					
E 6	4	09/24/12	09/28/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	5	\$225.00	2	0.00	NM	5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5	\$225.00			0.00					
E 8	4	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5	\$600.00			0.00					
E 11	4	09/24/12	09/28/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	5	\$750.00	2	0.00	NM	5	\$3,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5	\$750.00			0.00					
E 13	4	09/30/12	09/30/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$750.00			0.00					
E 14	4	09/24/12	09/28/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	5	\$750.00	2	0.00	NM	5	\$3,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5	\$750.00			0.00					
E 15	4	09/24/12	09/28/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	5	\$300.00	3	0.00	NM	5	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5	\$300.00			0.00					
													Totals		43 \$18,750.00



WDAF-TV

ORDER

Print Date 09/12/12 Page 1 of 2

Flight Dates 10/01/12-10/07/12

<u>Contract / Revision</u>	574599 /	<u>MISSOURIANS 4 KOSTER</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Estimate #</u>	
	09/12/12 09/12/12	<u>Billing Contact</u>	<u>Alt Order #</u>	09812007
<u>Advertiser</u>	Koster/D/Atty Gen/MO	<u>25 Whitlock Place</u>	<u>Billing Type</u>	Cash
<u>Agency</u>	LUC Media	<u>Suite 201</u>	<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		<u>Marietta, GA 30064</u>	<u>Billing Cycle</u>	EOM/EOC
<u>25 Whitlock Place</u>		<u>Sales Office</u> DC-M	<u>Billing Calendar</u>	BROADCAST
<u>Suite 201</u>		<u>Sales Region</u> NAT	<u>Demographic</u>	A35+
<u>Marietta, GA 30064</u>		<u>Agency Ref</u>	<u>Rev Codes</u>	SP-POL PLC GEN
<u>Primary Account Executive</u>			<u>Product Codes</u>	PL1lb
Dan Driscoll			<u>Priority</u>	3
			<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 54375

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	9787
KCWE	%	0
KMBC	18%	9787
KMCI	%	0
KPXE	%	0
KSHB	23%	12506
KSMO	1%	543

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	48	\$18,487.50	\$21,750.00	0.00	10/01/12	10/07/12	48	\$18,487.50	\$21,750.00
Totals	48	\$18,487.50	\$21,750.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
E 1	4	10/01/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a		:30	5	\$400.00	3	0.00	NM	5	\$2,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$400.00			0.00						
E 2	4	10/01/12	10/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a		:30	5	\$375.00	3	0.00	NM	5	\$1,875.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$375.00			0.00						
E 3	4	10/01/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a		:30	5	\$200.00	3	0.00	NM	5	\$1,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$200.00			0.00						



WDAF-TV

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Contract / Revision574599Flight Dates 10/01/12-10/07/12Hiatus DatesOriginal Date / Revision09/12/12/09/12/12Order Sep 00:15:00Advertiser **Koster/D/Atty Gen/MO**Product **MISSOURIANS 4 KOSTER** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 4	4	10/06/12	10/06/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$300.00			0.00						
E 5	4	10/07/12	10/07/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$200.00			0.00						
E 6	4	10/01/12	10/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$200.00			0.00						
E 7	4	10/01/12	10/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$540.00	3	0.00	NM	5	\$2,700.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$540.00			0.00						
E 10	4	10/01/12	10/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTWTF--	:30	5	\$800.00	3	0.00	NM	5	\$4,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$800.00			0.00						
E 11	4	10/07/12	10/07/12	Su 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$800.00			0.00						
E 12	4	10/01/12	10/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	5	\$800.00	3	0.00	NM	5	\$4,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$800.00			0.00						
E 13	4	10/01/12	10/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$375.00			0.00						
E 14	4	10/01/12	10/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MTWTF--		5	\$400.00			0.00						
														Totals	48	\$21,750.00



WDAF-TV

ORDER

Print Date 09/17/12

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Flight Dates 09/18/12-09/23/12

NEWS		<u>Product</u>	<u>Estimate #</u>			
<u>Contract / Revision</u>	574553	/	MISSOURIANS 4 KOSTER	<u>Alt Order #</u>	09812005	
<u>Original Date / Revision</u>	09/17/12	09/17/12	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash	
			<u>Billing Contact</u>	<u>Order Type</u>	GENERAL	
<u>Advertiser</u>	Koster/D/Atty Gen/MO			<u>Billing Cycle</u>	EOM/EOC	
			25 Whitlock Place	<u>Billing Calendar</u>	BROADCAST	
			Suite 201			
			Marietta, GA 30064	<u>Demographic</u>	A35+	
<u>Agency</u>	LUC Media			<u>Rev Codes</u>	SP-POL PLC	GEN
<u>Buying Contact</u>			<u>Sales Office</u> DC-M	<u>Product Codes</u>	PL1lb	
25 Whitlock Place			<u>Sales Region</u> NAT	<u>Priority</u>	2	
Suite 201			<u>Agency Ref</u>	<u>Advertiser Ref</u>		
Marietta, GA 30064						

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 26250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	4725
KCWE	%	0
KMBC	18%	4725
KMCI	%	0
KPXE	%	0
KSHB	23%	6037
KSMO	1%	262

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	22	\$8,925.00	\$10,500.00	0.00	08/27/12	09/23/12	22	\$8,925.00	\$10,500.00
Totals	22	\$8,925.00	\$10,500.00	0.00					



WDAF-TV

Print Date: 09/17/12

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Contract / Revision 574553 Flight Dates 09/18/12-09/23/12 Hiatus Dates
Original Date / Revision 09/17/12/ 09/17/12 Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
4	4	09/23/12	09/23/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$150.00		0.00			
E 5	4	09/18/12	09/21/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$450.00		0.00			
E 6	4	09/18/12	09/21/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--WTF--	:30	3	\$600.00	2	0.00	NM	3	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$600.00		0.00			
7	4	09/22/12	09/22/12	Sa 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$225.00		0.00			
E 9	4	09/18/12	09/21/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$750.00		0.00			
E 11	4	09/18/12	09/21/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--WTF--	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		2				\$750.00		0.00			
												Totals	22	\$10,500.00	